

AMENDMENTS TO THE SPECIFICATION:

Page 1, replace the title of the invention with the following amended title:

A1  
--INFORMATION ~~DISTRIBUTING~~ BROADCASTING METHOD AND SYSTEM AND  
~~INFORMATION DISTRIBUTING METHOD~~ WITH MESSAGE SELECTION BASED ON  
BUYER ATTRIBUTES--

Page 5, replace the paragraph beginning on line 13 with the following amended paragraph:

A2  
--The information distributor side device has a database (22, Fig. 2) for storing information (letters  $\alpha$ ,  $\beta$ , and  $\gamma$ , Fig. 2) that the information distributor side device distributes (this information is referred to as provided information) and seller side information ( $\alpha[n]$ ,  $\beta[n]$ , and  $\gamma[n]$ , Fig. 3) composed of desired audience attributes ~~of providers~~. An information group (Z, Fig. 2) composed of a plurality of sets of provided information and seller side information corresponding thereto is multiplexed and distributed to a plurality of audience terminal units.--